



NARFE National Update

2024 Federation Conferences

**Presented By:
William Shackelford
NARFE National President**

Agenda - NARFE Headquarters



- 1) Financials
- 2) Staffing
- 3) Organizational Structure
- 4) AMS Upgrade

Financials



- Four years in a row
- Profitable bottom line
- Without consideration of investments performance
- Accomplished cost containment
- NARFE struggles with growth trajectory

Financials



- Investment portfolio has performed very well
- Investment strategy - Long game
- Portfolio growth through compounded interest
- End of 2023 - Approximately \$10 million available
- More than 50% in undesignated funds

Staffing



- Currently 30 budgeted positions on staff
- Last six years - Concerted effort to restructure
- More focus on revenue generation and member engagement
- As organization grows – Adjustments to support needs of organization and membership

Organizational Structure



- 501(c)(5) organization under the IRS tax code
- Federal income tax exemption for labor, agricultural, or horticultural organizations
- **NARFE = None of the above**
- Time to re-examine our structure
- Starting with the IRS classification.

Organizational Structure



Classifications which are more in line with NARFE's function and mission are:

- 501(c)(4) offers several benefits and capabilities
 - ✓ Attractive option for non-profits
 - ✓ Key benefits associated with 501(c)(4) status
 - ✓ Focus on social welfare advocacy, political engagement, flexibility in funding, and benefits for donors

Organizational Structure



- 501(c)(6) organizations
 - ✓ Second option for non-profits
 - ✓ Non-profit membership organizations
 - ✓ Non-charitable organizations

NARFE Headquarters Building



- Building at 606 N. Washington Street
- Owned by NARFE
- Significantly larger than needed by staff
- Available for sale = \$7.2 million
- Best course of action for operations TBD after sale
- Buy or lease a more suitable size property

AMS Upgrade



- Database vendor and staff currently working on upgrade of AMS database
- Microsoft Dynamics - Similar to currently version
- Update will allow for quicker fixes
- More control over how data is presented
- Better system for both staff and members
- Updated system expected will go live in October 2024



FEDERAL BENEFITS EXPERTS

Policy and Programs Advocacy Federal Benefits



COMING ATTRACTION

John Hatton

NARFE Staff Vice President

Policy and Programs



FEDERAL BENEFITS EXPERTS

Communication & Marketing



COMING ATTRACTION

Jennifer Rafael

NARFE Senior Director

Communications and Marketing



FEDERAL BENEFITS EXPERTS

Membership Engagement



COMING ATTRACTION

Nora MacDonald

NARFE Director

Membership Engagement

Membership Engagement



NARFE has tirelessly advocated for the protection of the federal community's earned pay and benefits for more than a century. Despite the organization's longstanding commitment to their welfare, many federal employees and annuitants remain unaware of NARFE's existence and the invaluable work it does on their behalf. How can NARFE effectively raise awareness and encourage membership among members of the federal family who are currently unaware of the organization?

Membership Engagement



If people don't know about your brand or what it has to offer, your business won't be able to grow and thrive. NARFE was extremely fortunate to have built up approximately 500,000 members in its first six decades. That sizeable membership gave NARFE some room to absorb 38 years of membership decline, from 1985 through 2023. During that time, NARFE lost, for varying reasons, 365,000 members, leaving the organization with approximately 135,000 members as of December 2023. Certainly, without that buildup of membership, NARFE would not exist today.

Membership Engagement



August 2023 – Joint Federation Presidents/National Executive Board Meeting

- **Stressed the need for a robust membership marketing initiative**
- **Goal to reverse the downward membership loss trend**
- **Plan developed by professionals with knowledge of federal workforce arena**

Draft proposal from the Federation Presidents

- **NARFE Headquarters staff prepared a Request For Proposal (RFP) to identify the services of such professionals**
- **In response to the RFP vendor proposals were presented to NEB for evaluation Street Level Studios, Inc. selected to assist NARFE with membership objectives**

Membership Engagement



STREET LEVEL STUDIO



The Mission is MEMBERSHIP

Smart marketing & outreach can
increase attraction and retention.

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NARFE Goals

Increase brand awareness

Grow membership

Retain members



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Questions?

Thank you!

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